

Parameter Name	Parameter Type	Example Value	Description
g_occs	integer	100	Count of total ad occurrences that have ever been placed on this system.
g_lastad	integer	1045	Identifier of last ad to be placed on system.
g_lastad_time	integer	969300900	Time in epoch seconds of last ad placement.
g_time	integer	969394500	Current time in epoch seconds (only updated every 15 minutes.)
g_dow	integer	2	Current day of week (Monday = 1.)
g_dom	integer	25	Current day of month (begins with 1.)
g_doy	integer	156	Current day of year (begins with 1.)
g_month	integer	4	Current month of year (January = 1.)
g_year	integer	2001	Current year
g_tod	integer	47700	Time of day in seconds, 0-86399
g_ad_pools	string	[1411, 5013, 4]	List of (identification #s) associated with current viewing program.
g_channelid	integer	10672	Unique TMS channel ID.
g_programstart	integer	969391800	Time in epoch seconds that current viewing program began airing.
g_programtitle	string	Judge Judy	Name of current program

Global

Context

Fig. 6

Example global and context parameters

ADDED "TEXT"  
ADDED "BEGAN AIRING"  
REMOVED "AD ENGINE"

CHARACTER "G" WAS REMOVED  
"FREQUENCY 602"